


**PRODUCT PERFORMANCE / EFFICACY REVIEW**

Mark Suarez, Entomologist - IB

  
20 July 2005

**DATE:** 20 July 2005

**EPA REG. NUMBER:** 239-2684

**PRODUCT NAME:** Ortho Lawn Insect Killer Granules

**REGISTRANT:** The Ortho Business Group

**PM:** George LaRocca, PM13

**REVIEWER:** BeWanda Alexander

**DECISION #.:** 353263

**DP BARCODE:** 312737

**ACTION:** R34

**ACTIVE INGREDIENT(S):** 128825, Bifenthrin.....0.10%

**TYPE:** Granular

**OPPTS GUIDELINE(S):** 810.1000  
810.3000  
810.3100

**MRID:** 46459001

**GLP ?:** No.

**SITES:** Outdoor Premise/ Fire Ant Mound

**PESTS:** Red Imported Fire Ants (RIFA, *Solenopsis invicta*)

**STUDY APPLICATION RATE:** ½ Cup/Mound

**LABEL APPLICATION RATE:** ½ Cup/Mound  
Broadcast:

## STUDY SUMMARY:

### MRID 46459001. Evaluation of Efficacy of Lawn Control Granules (EPA Reg. No. 239-2684) Against Red Imported Fire Ants (*Solenopsis invicta*).

The data submitted were collected during a field study of the subject registration applied as a mound treatment against fire ants. The product (EPA Reg.# 239-2684) was applied at a rate of ½ cup to the mound and within 2 feet around the mound. One gallon of water was then applied over the treated area. Results are provided in Table 1. Guidelines (810.3100) indicate that a population reduction of greater than 90% for a minimum of 30 days is required for control claims. Control mortality and activity during the study period were acceptable.

	Time	Hours		Days				% Relocation
Mean Control (%)	Pretreatment	1	2	1	7	14	30	@ 30 days
	0	98.6	100	100	99	99	99.6	0

Table 1. Efficacy of Lawn Insect Control Granules against mounds of *S. invicta*.

## ENTOMOLOGIST'S COMMENTS AND RECOMMENDATIONS:

The subject formulation provided greater than 90% control of individual fire ant mounds within 24 hours at three geographically separate locations (GA, TX, & FL). Control was achieved consistently within one hour, as determined by ant activity. Greater than 90% population reduction was observed through the 30 day study.

The product was not tested as a broadcast treatment. However, the inclusion of this use pattern is supported by similar products.

### Recommendations:

1. On the basis of the data submitted, a standard fire ant mound treatment is acceptable. The following application rate and directions for use are required for claims against fire ant mounds:
  - Application rate: ½ Cup of ORTHO Lawn Insect Killer Granules are to be applied over and within a 1 foot radius of the mound.
2. The broadcast application may bear an "aids in control" claim only if the following criteria are met:
  - Submit or cite data supporting this use pattern.
  - Modify table on page 3 of label to indicate that as a broadcast treatment the product "Aids in Control".
  - On page 3, add to the directions "Apply uniformly and water in immediately after application for best results."
  - On page 3, remove the statement "For complete control treat established mounds with a mound ..."

- On page 3, provide clear directions for broadcast application including application rate (4.8lb/1000 sq ft, on draft label) for fire ants with the aforementioned fire ant directions.
3. As indicated below, rectify the issues identified with the following label statements:
- a. Under Optional Back Panel Claims:
    - i. Remove "Their highly effective ingredients treat..." or modify by removing the words "highly effective".
  - b. Under Appendix I (General Claims)
    - i. Remove the claims "Maximum Insect Potency Formula".
    - ii. Remove the following words from label claims:
      - 1. "Contact action chemistry"
      - 2. eliminates/eradicates/wipesout/decimates/blasts/crushes/annihilates/terminates/
      - 3. Great/effective/fantastic/dynamite/wonderful/Incredible Pest.
      - 4. All references to "Kills on contact"
  - c. Under Appendix II (Fire Ant Mound Claims)
    - i. Remove "complete" from "Complete colony/mound \_\_\_\_\_ control/kill".
    - ii. Remove references to "southern" insects.
    - iii. The claim "New!" may be used for 6 months from the date of first distribution only. After that time it may not be printed on product labeling.

Enclosure  
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